

Message Text

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ACTION COME-00

INFO OCT-01 EA-10 ISO-00 EB-07 /018 W

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R 200630Z MAY 75

FM AMEMBASSY TOKYO

TO SECSTATE WASHDC 245

UNCLAS TOKYO 6620

PASS COMMERCE/OIM/JA

E.O. 11652:N/A

TAGS: BGEN, JA

SUBJECT: COMMERCE ANTI-RECESSION EXPORT CAMPAIGN

REF: STATE A-2778

1. THE FOLLOWING IS IN REPLY TO REPAIR THAT ARRIVED MAY 13.
2. THE MARKET POTENTIAL FOR MOST PRODUCTS LISTED IN REPAIR HAVE BEEN DISCUSSED IN EARLIER EMBASSY REPORTS. EMBASSY'S BEST PROSPECTS REPORT, A-665 OCT. 24, 1974, REPORTED ON 22 INDUSTRIAL PRODUCT CATEGORIES INCLUDING NINE WHERE INFLATIONARY FACTORS IN JAPAN HAVE IMPROVED COMPETITIVENESS OF IMPORTS; BEST PROSPECTS REPORT ON CONSUMER GOODS, A-03, JAN. 7, 1975, REPORTED ON MOST CONSUMER GOODS LISTED REPAIR.
3. SEVERAL INDIVIDUAL REPORTS HAVE BEEN SUBMITTED ON SALES OPPORTUNITIES FOR INDUSTRIAL AND CONSUMER GOODS; INCLUDING SIX OF 24 CONSUMER PRODUCT STUDIES TO BE COMPLETED DURING YEAR BY RESEARCH CONTRACTOR. EMBASSY'S ANALYSIS OF TC CONSUMER GOODS SHOWS, TO BE SENT WITHIN WEEK, IDENTIFIES CONSUMER PRODUCTS WITH GOOD SALES POTENTIAL. EXPECT SEND 2 MINI-MARKET SURVEY ON VALVES BY NEXT WEEK. RESEARCH PROJECTS IN PROCESS INCLUDE BUSINESS MACHINES, COMMUNICATIONS, EQUIPMENT, POWER GENERATION AND DISTRIBUTION SYSTEMS.
4. ECONOMIC TRENDS REPORT SCHEDULED FOR COMPLETION

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WITHIN TWO WEEKS WILL PROVIDE OVERVIEW POTENTIAL FOR

JAPAN'S ABSORBING ADDITIONAL IMPORTS.

5. EMBASSY ACTIVITIES DURING YEAR RE CONSUMER GOODS INCLUDES SENDING NINE FOREIGN BUYER GROUPS AND TEN IN-STORE PROMOTIONS.

6. EMBASSY SENT LAST WEEK RECOMMENDATION FOR SURVEY RE IMPROVED COMPETITIVENESS OF U.S. PRODUCTS IN JAPAN DUE EFFECT HIGH INFLATION ON COSTS OF DOMESTIC PRODUCTS. SURVEY COULD FOCUS ON RECESSION HIT INDUSTRIES WHERE APPROPRIATE.

7. PRODUCTS LISTED REPAIR WILL BE GIVEN EMPHASIS IN CCP CAMPAIGNS. THIS TYPE LIST MOST USEFUL. RECOMMEND COMMERCE PERIODICALLY PROVIDE POSTS LIST SPECIFIC U.S. INDUSTRIES WITH EXPORT POTENTIAL, I.E., WHERE EXCESS CAPACITY MIGHT INDUCE FIRMS TO FAVORABLY CONSIDER EXPORT OPPORTUNITIES.
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